LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1 1. (Canceled)

1 2. (Canceled)

1 3. (Currently amended) The method of claim ~~2~~ 43, further comprising the step of
2 selecting a specific industry code associated with the selected ~~specific~~ industry.

1 4. (Currently amended) The method of claim ~~2~~ 43, wherein the business solution is a
2 general business solution based on the selected ~~metrics~~ dynamic set of questions and the
3 specific industry.

1 5. (Original) The method of claim 4, further comprising the step of providing a specific
2 business solution based on the general business solution, wherein the general business
3 solution and the specific business solution are stored in a database and are provided based
4 on a set of rules.

1 6. (Original) The method of claim 5, wherein the specific business solution is
2 transparent to a user.

1 7. (Original) The method of claim 5, further comprising the step of ranking one of the
2 general business solution and specific business solution in order of business priority
3 based on ranking rules.

1   8. (Currently amended) The method of claim 7, further comprising the step of storing

2   the selective ~~metrics~~ dynamic set of questions, the business ~~driver~~ measures, the specific

3   industry code and the responses to the selective ~~metrics~~ dynamic set of questions in the

4   database.

1   9. (Currently amended) The method of claim ~~2~~ 43, wherein the business ~~driver~~ measure

2   is a business specific measure defined as one of inventory, revenue, costs of goods sold,

3   selling and administrative expenses, fixed assets, accounts receivable, and accounts

4   payable.

1   10. (Currently amended) The method of claim 9, wherein the selected ~~metrics~~ dynamic

2   set of questions are questions based on the specific industry and the business ~~driver~~

3   measure.

1   11. (Canceled).

1   12. (Currently amended) The method of claim ~~11~~ 43, further comprising the step of

2   providing rules for determining the next question based on the previous answer.

1   13. (Original) The method of claim 12, wherein the rules determine whether the next

2   question is a duplicate of a previous question such that the previous question is selected

3   only once.

1   14. (Original) The method of claim 13, wherein the rules determine that no further

2   question is selected.

1   15. (Currently amended) The method of claim ~~1~~ 43, further comprising the step of

2   providing quantitative ~~metrics~~ dynamic set of questions based on the selective ~~metrics~~

3   dynamic set of questions and the response.

1   16. (Currently amended) The method of claim 15, further comprising the step of

2   providing a financial analysis of the business solution based on at least one quantitative

3   response to the quantitative metrics dynamic set of questions.

1   17. (Original) The method of claim 16, wherein the financial analysis is a rate of return

2   (ROR), a return on investment (ROI) or a return on assets (ROA).

1   18. (Canceled)

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1   19. (Canceled)

1   20. (Currently amended) The method of claim 19 43, further comprising the step of

2   ranking one of the general business solution and the specific business solution in order of

3   business priority based on ranking rules.

1   21. (Currently amended) The method of claim 18 43, further comprising the step of

2   providing rules, wherein the rules at least (i) determine a next question based on a

3   previous answer, (ii) determine that no further question needs to be selected and

4   (iii) determine whether the next question is a duplicate of a previous question such that

5   the previous question will only be presented once.

1   22. (Currently amended) The method of claim 18 43, further comprising the steps of:

2   providing at least one quantitative question based on the response; and

3   providing a financial analysis of the business solution based on at least one

4   quantitative response to the at least one quantitative question.

1   23. (Canceled)

1   24. (Canceled)

1   25. (Currently amended) The system of claim ~~24~~ 44, further comprising means for

2   providing a specific business solution based on ~~the~~ a general business solution of said

3   general or specific business solutions.

1   26. (Original) The system of claim 25, further comprising means for generating rules,

2   the generating rules means providing (i) the selected metrics based on the responses,

3   (ii) the general business solution based on the responses and the specific industry and

4   (iii) the specific business solution based on the general business solution.

1   27. (Currently amended) The system of claim 26, further comprising means for storing

2   the ~~metrics~~ dynamic set of questions, the responses, the general business solution and the

3   specific business solution.

1   28. (Original) The system of claim 25, further comprising means for providing a

2   financial analysis of one of the general business solution and the specific business

3   solution based on quantitative responses.

1   29. (Currently amended) ~~A system for providing business solutions over an interactive~~

2   ~~communications medium, comprising~~ The system of claim 44, wherein:

3   the computer-implemented means for permitting a user to select one or a plurality

4   of business measures is comprised of a business driver module which stores business

5   measures associated with a specific industry;

6   the computer-implemented means for presenting a dynamic set of questions is

7   comprised of a business metrics module which stores questions associated with the

8   specific industry and at least one selected business measure stored in the business driver

9   module; and

10   the means for using a computer to analyze a user's answers to the dynamic set of

11 questions and to provide general or specific business solutions as determined by an

12 analysis of said user's answers is comprised of a business solution module which

13 provides business solutions based on responses to selected questions stored in the

14 business metrics module and the specific industry.

1   30. (Original) The system of claim 29, further comprising a quantitative metrics module

2   associated with the business solution module, the quantitative metrics module storing

3   specific quantitative questions.

1   31. (Original) The system of claim 30, further comprising a financial analysis module

2   which calculates financial benefits of the business solution based on quantitative

3   responses to selected specific quantitative questions stored in the quantitative metrics

4   module.

1   32. (Original) The system of claim 30, further comprising a rules module which

2   generates rules, the rules being used to determine the business solution based on the

3   responses and pertinent questions to provide to a user based on the responses.

1   33. (Original) The system of claim 32, further comprising a database which stores the

2   business driver module, the business metrics module, the responses and the business

3   solution module.

1   34. (Original) The system of claim 30, wherein the business driver module, the business

2   metrics module and the business solution module are accessed by one of a web page

3   resident on a server, a telephone and a personal digital assistant.

1   35. (Canceled)

1   36. (Canceled)

1   37. (Currently amended) The machine readable code of claim ~~35~~ 45, wherein the
2   business solution is one of a general business solution and a specific business solution.

1   38. (Original) The machine readable code of claim 37, further comprising the step of
2   ranking the business solution in order of business priority based on ranking rules.

1   39. (Currently amended) The machine readable code of claim 37, wherein the business
2   ~~driver~~ measure is a business specific measure defined as one of inventory, revenue, costs
3   of goods sold, selling and administrative expenses, fixed assets, accounts receivable, and
4   accounts payable.

1   40. (Currently amended) The machine readable code of claim ~~35~~ 45, further comprising
2   the step of providing rules for determining a next ~~metrics~~ question of the selective ~~metrics~~
3   dynamic set of questions based on a previous response to the selective ~~metrics~~ dynamic
4   set of questions.

1   41. (Currently amended) The machine readable code of claim ~~35~~ 45, further comprising
2   the step of providing quantitative ~~metrics~~ questions based on the selective ~~metrics~~
3   dynamic set of questions and the response.

1   42. (Currently amended) The machine readable code of claim ~~35~~ 45, further comprising
2   the step of providing a financial analysis of the business solution based on at least one
3   quantitative response to ~~the~~ a quantitative ~~metrics~~ question from the dynamic set of

4   questions.

1   43. (New) A computer-implemented method of providing business solutions over an

2   interactive communications medium, comprising the steps of:

3   permitting a user to select an industry from a set of industries electronically stored

4   in a database for which business solutions are available,

5   permitting a user to select one or a plurality of business measures from a set of

6   business measures electronically stored in a database, wherein each business measure is

7   associated with a particular financial aspect of a selected industry,

8   using a computer to assist a user in performing a qualitative assessment on a

9   selected business measure based on benchmarks relevant to a selected industry,

10   presenting a dynamic set of questions from among questions electronically stored

11   in a database which relate to selected business measures of a selected industry, such that

12   questions for a user can be applied to database contents for a plurality of purposes, one of

13   said purposes being to permit a next question to be based on a previous question and a

14   previous answer, and permitting a user to answer said dynamic set of questions,

15   using a computer to analyze a user's answers to said dynamic set of questions and

16   to determine general or specific business solutions based on an analysis of said user's

17   answers, and providing said general or specific business solutions to said user, and

18   using a computer to analyze a specific business solution and to perform a financial

19   analysis based on a selected industry, business measures and associated benchmarks,

20   wherein said financial analysis is a return on investment analysis.

1   44. (New) A system for providing business solutions over an interactive

2   communications medium, comprising the steps of:

3   computer-implemented means for permitting a user to select an industry from a

4   set of industries electronically stored in a database for which business solutions are

5   available,

6   computer-implemented means for permitting a user to select one or a plurality of

7   business measures from a set of business measures electronically stored in a database,

8   wherein each business measure is associated with a particular financial aspect of a

9   selected industry,

10   means for using a computer to assist a user in performing a qualitative assessment

11   on a selected business measure based on benchmarks relevant to a selected industry,

12   computer-implemented means for presenting a dynamic set of questions from

13   among questions electronically stored in a database which relate to selected business

14   measures of a selected industry, such that questions for a user can be applied to database

15   contents for a plurality of purposes, one of said purposes being to permit a next question

16   to be based on a previous question and a previous answer, and permitting a user to answer

17   said dynamic set of questions,

18   means for using a computer to analyze a user's answers to said dynamic set of

19   questions and to determine general or specific business solutions based on an analysis of

20   said user's answers, and providing said general or specific business solutions to said user,

21   and

22   means for using a computer to analyze a specific business solution and to perform

23   a financial analysis based on a selected industry, business measures and associated

24   benchmarks, wherein said financial analysis is a return on investment analysis.

1   45. (New) A machine readable medium containing code for instructing a computer to

2   provide business solutions over an interactive communications medium, the code

3   implementing the steps of:

4   instructing a computer to permit a user to select an industry from a set of

5   industries electronically stored in a database for which business solutions are available,

6   instructing a computer to permit a user to select one or a plurality of business

7   measures from a set of business measures electronically stored in a database, wherein

8   each business measure is associated with a particular financial aspect of a selected

9   industry,

10   instructing a computer to permit to assist a user in performing a qualitative

11   assessment on a selected business measure based on benchmarks relevant to a selected

12   industry

13   instructing a computer to present a dynamic set of questions from among

14   questions electronically stored in a database which relate to selected business measures of

15   a selected industry, such that questions for a user can be applied to database contents for a

16   plurality of purposes, one of said purposes being to permit a next question to be based on

17   a previous question and a previous answer, and permitting a user to answer said dynamic

18   set of questions,

19   instructing a computer to analyze a user's answers to said dynamic set of

20   questions and to determine general or specific business solutions based on an analysis of

21   said user's answers, and providing said general or specific business solutions to said user,

22   and

23   instructing a computer to analyze a specific business solution and to perform a

24   financial analysis based on a selected industry, business measures and associated

25   benchmarks, wherein said financial analysis is a return on investment analysis.